

Proposal for a Business Outreach Campaign

Halting the Legalization of Los Angeles Street Vendors

January 30, 2015



Submitted by:



Matt Rodriguez, CEO, Rodriguez Strategies

FIRM OVERVIEW

Thank you for the opportunity to submit information about Rodriguez Strategies' business outreach and coalition building capabilities for a campaign with the Central City Association.

Rodriguez Strategies is a full service public affairs firm based in Los Angeles, California. Led by veteran strategist Matt Rodriguez, our team has crafted and executed long-term, multi-pronged campaigns for some of the country's leading businesses, trade organizations, and nonprofits and government entities.

We excel at identifying the stakeholders important to an issue, then organizing them into influential coalitions and leveraging their collective power. Our team has extensive experience combining all of the skills of successful political campaigns to deliver winning strategies for our clients.

Whether it's overcoming regulatory or legislative challenges, advancing a policy agenda or building support in the court of public opinion, we've worked on some of the nation's most prominent campaigns and know how to successfully build coalitions at the local, state and national levels.

SITUATION ANALYSIS

The City Council's consideration of a proposal that would legalize sidewalk vending seems like a one-size-fits-all policy that fails to take into account the incredible geographic and urban diversity of Los Angeles. This city spans over 500 square miles, from the Pacific Ocean to Highland Park, San Pedro to Pacoima.

Legalizing over 50,000 street vendors without extensive community input and without a highly regulated system in place to enforce the law will only harm the business owners who have made significant investments in their communities. Further, legalization would throw citizens to the mercy of trash and crowded, messy sidewalks.

APPROACH

The press has already highlighted the potential winners of legalizing sidewalk vending in Los Angeles—the street vendors—but there is a need to identify the face of the losers,

those businesses that obey the law to run their restaurants, corner stores, and groceries.

We also want to force the City Council to acknowledge that without adequate resources to regulate and enforce street vendors, the City of Los Angeles will be penalizing hard working people who played by the rules to establish their businesses.

Our recommended approach for this campaign includes organizing and activating a coalition of business owners who can tell their stories and express opposition to a one-size-fits-all legalization ordinance. The outline below describes the tactics we would employ to execute the coalition-building portion of this project.

Coalition Building

- Assemble fact sheets and talking points for field outreach¹
- Canvass businesses door-to-door in targeted districts
- Develop and submit letters from district businesses to Council Members²
- Generate letterhead letters to Council Members from local organizations
- Organize meetings between Council members, staff, and businesses
- Arrange phone calls to Council offices
- Prepare public comments and identify supporters to deliver them at hearings

Community Outreach

- Present coalition position at Neighborhood Council and Business Improvement District Meetings
- Educate local Chambers of Commerce and other stakeholder groups on the City's proposal and activate them to oppose it
- Conduct one on one meetings with district business leaders
- Table at events held by stakeholder groups

Issue Monitoring

- Assemble daily press clips
- Distribute breaking news alerts

¹ Sample collateral from previous campaigns included in attachments

² Sample grassroots letter from previous campaign included in attachments

- Monitor websites, newspapers, blogs, and social media accounts

Press/Social Media

- Work with PR team to implement their media strategy. Where necessary, help to organize coalition members to take action:
 - Editorial boards
 - Blogs
 - Radio show call-ins
 - Op-eds
 - Letters to the editor
- Identify and prepare business owners to engage with press outlets as needed
- Assist media consultant with press outreach
- Generate photos from the field for use in social media posts
- Assist in the development of talking points

Reporting

- Develop and submit detailed maps outlining concentrated commercial and business districts in target Council Districts
- Create database of all canvassed businesses including contact information and owner/manager
- Provide weekly reports that include³:
 - Number of businesses attempted
 - Number of sign-ons
 - Business owners willing to serve as a spokesperson, distribute collateral, write an op-ed, or take a photo

Additional campaign components can be tailored to your specific needs—where the strategy dictates a more robust push, we can ramp up individual tactics.

Finally, we have solid relationships with California trade organizations that may be useful in activating local members if the overall strategy would benefit from businesses and individuals from groups including:

- Asian Business Association
- California Asian Pacific Chamber of Commerce
- California Grocers Association

³ Sample daily business outreach report from previous campaign included in attachments

- California Grocers Association
- California Hispanic Chambers of Commerce
- California Restaurant Association
- California Retailers Association
- California Service Station & Repair Association
- International Franchise Association
- National Federation of Independent Business
- Neighborhood Market Association

TIMELINE

We've included below a rough timeline that reflects our thoughts on how to approach the project over the course of the next six weeks. These phases reflect our initial thinking and do not constitute a full plan, which we can produce in collaboration with CCA leadership and consultant team if you choose to move forward.

Of course, we can tailor the proposed tactics and overall timeline based upon the overall strategy and events on the ground.

Phase I: Research and Planning

February 9 – 13

- Conduct planning meeting with CCA to finalize campaign strategy
- Write campaign collateral and submit for approval
- Develop district canvass plans
- Build database of grasstops targets for each Council District

Phase II: Activation

February 16- March 6

- Finalize collateral
- Deploy field organizers to canvass businesses in target Districts
- Begin generating grassroots and grasstops letters to Council Members
- Set up meetings with grasstops organizations (Neighborhood Councils, Chambers of Commerce, etc.)
- Identify spokespeople for engaging with press

Phase III: Execution

March 9 – May 29

- Continue business canvass
- Schedule meetings and phone calls between coalition members and Council offices
- Organize coalition members to attend public hearings
- Begin generating earned media hits
 - Editorial boards
 - Blogs
 - Radio show call-ins
 - Op-eds
 - Letters to the editor

COST AND MANAGEMENT STRUTURE

Rodriguez Strategies will charge a monthly fee of \$7,500 plus ordinary expenses (large printing jobs, travel, etc.). We will seek written approval before incurring any expense over \$200 and submit a monthly invoice with all expenses itemized.

Matt Rodriguez will provide overall management and strategic counsel and all day-to-day activities will be executed by Jessica Borek, in close consultation with campaign leadership.

Additional campaign tactics can be scoped to your needs—where the strategy dictates a more robust push, we can ramp up individual tactics.

BIOGRAPHIES

MATT RODRIGUEZ is the founder and Chief Executive Officer of Rodriguez Strategies.

A veteran Democratic strategist with more than 15 years of experience working for candidates and causes across the nation, Matt focuses on designing and leading grassroots and grasstops campaigns for diverse entities ranging from Fortune 500 corporations to emerging not-for-profit organizations.

Matt employs his knowledge of the public and private sectors to implement winning strategies for clients at local and statewide levels. He spearheads the American Beverage Association's coalition building efforts in California and Hawaii and leads the advocacy campaign to educate elected officials about the beverage industry. Matt has

also worked with clients such as The Pew Charitable Trusts, AT&T, Bloom Energy, and former California First Lady Maria Shriver.

When advising his clients, Matt draws from his extensive campaign management experience, which includes state legislature races, U.S. Senate races and U.S. presidential campaigns.

In 2008, Matt served as the Western States Regional Director for Obama for America, where he managed campaign operations and executed strategy throughout the Western United States. Prior to the general election, he served as the New Hampshire State Director for the Obama campaign during the 2008 presidential primary.

Matt's experience in politics dates back to 1997 when he was a press aide to House Democratic Leader Richard A. Gephardt. He later served as the Director of Congressman Gephardt's Political Action Committee in 2002 and the Deputy Political Director on his 2004 presidential campaign. Matt also worked for Senator Bill Bradley's presidential campaign in 2000, managed Senator Chris Dodd's reelection effort in 2004, and successfully guided California State Senator Kevin de León's first campaign in 2006.

In addition to his work at Rodriguez Strategies, Matt is a fellow at the University of Southern California's Jesse Unruh Institute of Politics and serves on the board of directors of the California League of Conservation Voters Education Fund. He is also a frequent political contributor on AirTalk on 89.3 KPCC, Southern California Public Radio.

Prior to his work in the political arena, Matt was a teacher at a small Jesuit school in Roxbury, Massachusetts. He lives with his wife Renee in Santa Monica.

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p: 310-405-1689

JESSICA BOREK is an associate at Rodriguez Strategies.

Jessica brings experience in both government relations and coalition building to her role at the firm. She crafts impactful communications materials to support coalition building, media outreach and advocacy efforts for client engagements that have spanned the course from several months to several years.

Jessica's leadership on California-based projects centered on trade, business regulations and the environment has allowed her to build relationships with community and business groups, as well as with state and national trade associations. Her active participation with regional business organizations in the Los Angeles area provides her with opportunities to be a part of, as well as stay ahead of, developments in news and public policy across the Southland.

Before joining Rodriguez Strategies, Jessica worked on several projects in the energy and environment sectors. This included work with an organization focused on the development of transmission lines in northern California, a world-renowned environmental NGO, and with a renewable energy trade association dedicated to the advancement and commercialization of cutting edge marine and hydrokinetic technologies.

Prior to her work in Los Angeles, Jessica was a Junior Associate at SMI, Inc. and Helios Strategies in Washington, D.C. where she supported clients' research, legislative policy and funding initiatives with the Federal Government.

Jessica graduated Magna Cum Laude from The George Washington University with dual degrees in Political Science and Sociology. She currently resides in Manhattan Beach.

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p: 424-208-3202

CONCLUSION

We appreciate the opportunity to provide information about Rodriguez Strategies. We have the capacity to begin immediately, and we look forward to hearing from you on next steps.

ADDENDUM I: LOS ANGELES MEDIA OUTLETS

Mainstream Print/Online Media Outlets

- Los Angeles Times
- Los Angeles Weekly
- Los Angeles Daily News
- Los Angeles Downtown News
- Los Angeles Business Journal
- San Fernando Valley Business Journal
- Hollywood Business Advocate
- LA Observed
- Curbed LA
- USC Daily Trojan
- UCLA Daily Bruin
- City Watch

Radio

- KPCC (Southern California Public Radio)
- KCRW

Television

- KCET (Southern California Public Television)
- KTLA
- NBC Los Angeles
- ABC7 Los Angeles
- KTTB – My Fox LA

Hispanic Media Outlets

- La Opinion
- Hoy
- Eastern Group Publications
- Mundo LA
- Fin de Semana
- Latino Times
- 20 de Mayo
- El Salvador Dia a Dia
- La Ola
- Novedades USA
- Vida Nueva

Asian Pacific Islander Media Outlets

- World Journal
- Sing Tao
- Balita/US Asian Post
- Korea Times
- Korea Daily
- Viet Bao
- Asian Journal

African American Media Outlets

- Los Angeles Wave
- Los Angeles Sentinel

ATTACHMENTS

- Initial profiles of 8 target Council Districts
- Sample collateral
- Sample daily voter outreach report
- Sample grassroots letter

Los Angeles City Council District Profile: District 1
City Council Member Gilbert Cedillo

District includes all or parts of the neighborhoods of:

- | | | |
|------------------|---------------------|-------------------|
| ▪ Glassell Park | ▪ Westlake | ▪ Pico Union |
| ▪ Cypress Park | ▪ Angelino Heights | ▪ Adams-Normandie |
| ▪ Highland Park | ▪ Temple Beaudry | ▪ University Park |
| ▪ Mt. Washington | ▪ Chinatown | ▪ Victory Heights |
| ▪ Solano Canyon | ▪ Forgotten Edge | ▪ Koreatown |
| ▪ Elysian Park | ▪ Lincoln Heights | ▪ Mid Cities |
| ▪ Echo Park | ▪ Montecito Heights | ▪ MacArthur Park |

Neighborhood Councils in District:

- | | | |
|--|--|---|
| ▪ Arroyo Seco
* Supports Measure | ▪ Greater Echo Park
Elysian | ▪ Lincoln Heights
MacArthur Park |
| ▪ Atwater Village | ▪ Greater Cypress Park | ▪ Rampart Village |
| ▪ Downtown LA
*Council expressed
concern (2) (3) | ▪ Glassell Park | ▪ Pico Union |
| ▪ Eagle Rock | ▪ Historic Highland Park
* Supports measure | ▪ Westlake North |
| ▪ EC North | ▪ Historic Cultural
LA - 32 | ▪ Westlake South
* Expressed concern |

Business Improvement Districts:

- B.L.Q. – Pico Blvd.
- Chinatown
- Highland Park
- Lincoln Heights Business and Community Benefit District
- Lincoln Heights Industrial Zone
- Wilshire Center

Neighborhood Associations/Organizations:

- The Glassell Park Improvement Association
- Echo Park Improvement Association
- Echo Park Merchant Association
- Los Angeles Old Chinatown Merchants Association
- Echo Park Chamber of Commerce
- Chinese Chamber of Commerce
- Lincoln Heights Chamber of Commerce

Los Angeles City Council District Profile: District 6
City Council Member Nury Martinez

District includes all or parts of the neighborhoods of:

- North Hollywood
- Sun Valley
- Van Nuys
- Lake Balboa
- Panorama City
- Arleta

Neighborhood Councils in District:

- Van Nuys
- Lake Balboa
- Panorama City
- Arleta
- Sun Valley
- North Hollywood Northeast
- North Hills East
- Foothill Trails District

Business Improvement Districts:

- Panorama City

Neighborhood Associations/Organizations:

- Valley Industry & Commerce Association
- Valley Economic Development Center
- Encino Chamber of Commerce
- Sun Valley Area Chamber of Commerce
- Mid Valley Chamber of Commerce
- Universal City – North Hollywood Chamber of Commerce
- United Chambers of San Fernando Valley *[Voiced opposition](#) to the measure
- North Valley Regional Chamber of Commerce

Los Angeles City Council District Profile: District 7
City Council Member Felipe Fuentes

District includes all or parts of the neighborhoods of:

- Pacoima
- Lake View Terrace
- Sunland-Tujunga
- Mission Hills
- North Hills
- Shadow Hills
- Sylmar

Neighborhood Councils in District:

- Foothill Trails District
- Mission Hills
- North Hills East
- Pacoima
- Sun Valley
- Sunland
- Sylamar

Neighborhood Associations/Organizations:

- Granada Hills Chamber of Commerce
- Valley Industry & Commerce Association
- Valley Economic Development Center
- San Fernando Chamber of Commerce
- Sunland Tujunga Chamber of Commerce
- Regional Black Chamber of Commerce

Los Angeles City Council District Profile: District 9
City Council Member Curren D. Price

District includes all or parts of the neighborhoods of:

- Downtown
- Central-Alameda
- South Central
- South Los Angeles

Neighborhood Councils in District:

- CANNDU (Community and Neighbors for Ninth District Unity)
- Central Alameda
- Downtown LA *Council [expressed concern](#) (2) (3)
- Empowerment Congress North
- Empowerment Congress Southeast
- Voices
- South Central

Business Improvement Districts:

- Figueroa Corridor
- South Los Angeles Industrial Tract (Goodyear)
- South Park

Neighborhood Associations/Organizations:

- Central Avenue Business Association
- Historic Downtown Building & Merchants Association

Los Angeles City Council District Profile: District 10
City Council Member Herb Wesson, Jr.

District includes all or parts of the neighborhoods of:

- | | |
|----------------------|--------------------------|
| ▪ Arlington Heights | ▪ Olympic Park |
| ▪ Leimert Park | ▪ South Robertson |
| ▪ Koreatown | ▪ West Area Neighborhood |
| ▪ La Cienega Heights | ▪ West Adams |
| ▪ Little Bangladesh | ▪ West Pico |
| ▪ Little Ethiopia | ▪ Wilshire District |
| ▪ Mid City | ▪ Wilshire Center |
| ▪ Palms | ▪ Western Heights |

Neighborhood Councils in District:

- EC West
- Olympic Park
- Mid City
- MacArthur Park
- Rampart Village
- United Neighborhoods
- West Adams
- PICO
- South Robertson
- Wilshire Center – Koreatown

Business Improvement Districts:

- Greater Leimert Park
- Wilshire Center

Neighborhood Associations/Organizations:

- Little Ethiopia Business Association
- West Pico Blvd. Business Association
- Leimert Park Village Merchants Association
- Korean Chamber of Commerce
- Crenshaw Chamber of Commerce
- Mid City Chamber of Commerce
- Black Business Association – Los Angeles
- Los Angeles Metropolitan Hispanic Chamber of Commerce

Los Angeles City Council District Profile: District 11
City Council Member Mike Bonin

District includes all or parts of the neighborhoods of:

- Brentwood
- Del Rey
- Mar Vista
- Pacific Palisades
- Playa del Rey
- Playa Vista
- Venice
- West Los Angeles
- Westchester

Neighborhood Councils in District:

- Del Rey
- Mar Vista *[Expressed concern](#)
- West LA
- Westwood
- Venice *[Passed Resolution](#) in opposition to street vending.
- Westchester/Playa
- Pacific Palisades Community Council

Business Improvement Districts:

- Brentwood Village
- Gateway to LA
- Westchester

Neighborhood Associations/Organizations:

- Brentwood Community Council
- Mar Vista Business Association
- Mar Vista Community Council
- West Los Angeles Chamber of Commerce
- Venice Chamber of Commerce
- LAX Coastal Chamber of Commerce *Came out in opposition. Drafted [letter](#).
- Pacific Palisades Chamber of Commerce

Los Angeles City Council District Profile: District 13
City Council Member Mitch O'Farrell

District includes all or parts of the neighborhoods of:

- | | |
|-------------------|-------------------|
| ▪ Elysian Valley | ▪ Hollywood |
| ▪ Echo Park | ▪ East Hollywood |
| ▪ Glassell Park | ▪ Koreatown |
| ▪ Silver Lake | ▪ Rampart Village |
| ▪ Atwater Village | ▪ Filipinotown |

Neighborhood Councils in District:

- | | |
|---|-------------------------------|
| ▪ Atwater Village | ▪ Hollywood Hills West |
| ▪ Central Hollywood | ▪ Hollywood United |
| ▪ East Hollywood | ▪ Hollywood Studio District |
| ▪ Elysian Valley Riverside | ▪ Rampart Village |
| ▪ Glassell Park | ▪ Silver Lake |
| ▪ Greater Echo Park Elysian | ▪ Westlake North |
| * Shown support for the measure | ▪ Wilshire Center – Koreatown |

Business Improvement Districts:

- East Hollywood *Wrote [letter](#) of opposition
- Hollywood Entertainment District
- Hollywood Media District
- Los Feliz Village
- Sunset and Vine

Neighborhood Associations/Organizations:

- Echo Park Improvement Association
- Echo Park Merchant Association
- The Glassell Park Improvement Association
- Friends of Atwater Village
- Atwater Village Chamber of Commerce
- Silver Lake Chamber of Commerce
- Echo Park Chamber of Commerce
- The Hollywood Chamber of Commerce *Wrote [letter](#) of opposition
- Hollywood Property Owners Alliance *Wrote [letter](#) of opposition

Los Angeles City Council District Profile: District 14
City Council Member José Huizar

District includes all or parts of the neighborhoods of:

- Boyle Heights
- Downtown LA
- El Sereno
- Northeast LA

Neighborhood Councils in District:

- Boyle Heights
- Downtown LA *Council [expressed concern](#) (2) (3) over bill
- Eagle Rock
- Historic Cultural
- Historic Highland Park *[Support measure with appropriate regulations](#)
- Glassell Park
- LA – 32
- Lincoln Heights

Business Improvement Districts:

- Arts District Los Angeles
- Downtown Center
- Downtown Industrial
- Fashion District *CEO [went on record](#) in opposition (2)
- Historic Downtown
- Little Tokyo
- South Park

Neighborhood Associations/Organizations:

- Downtown Building & Merchants Association *[Went on record](#) in opposition
- Highland Business Association
- The Glassell Park Improvement Association
- Asian Business Association
- Asian Pacific Policy & Planning Council
- Latin Business Association
- Japanese Chamber of Commerce
- Boyle Heights Chamber of Commerce
- East Los Angeles Chamber of Commerce
- East LA Community Corporation *Wrote [letter](#) of opposition

LOS HECHOS SOBRE BEBIDAS ENDULZADAS CON AZÚCAR Y OBESIDAD

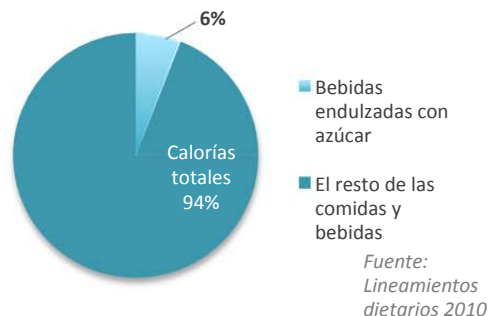


WWW.CALBEV.ORG

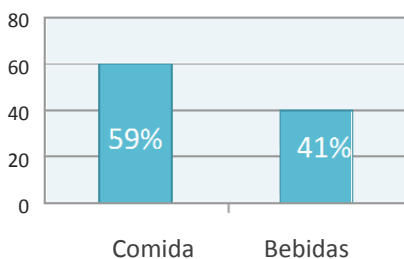
Las calorías de refrescos y otras bebidas endulzadas con azúcar son una fracción de la dieta americana.

Un análisis de los Lineamientos dietarios 2010 producido por el gobierno federal encuentra que cuando las bebidas endulzadas con azúcar-* se combinan, solamente comprenden el 6% de la dieta promedio.

*Refrescos, bebidas de fruta, deportivas y energéticas



La comida es el la fuente Núm. 1 de azúcares agregados entre los niños y adolescentes de 2-19 años... no las bebidas



Los refrescos y otras bebidas endulzadas con azúcar no están generando obesidad.

Si las calorías consumidas y edulcorantes añadidos de las bebidas están bajando y la obesidad va en aumento, ¿cómo pueden las bebidas gaseosas y azucaradas ser un factor único o significativo para la obesidad? Los números no tienen sentido.



Las calorías de refrescos y otras bebidas endulzadas con azúcar están

Venta de refrescos completos en calorías	Abajo 12.5%	(1999-2010) ¹
Calorías promedio por porción de bebidas	Abajo 23%	(desde 1998) ²
Total de calorías por bebidas en las escuelas	Abajo 90%	(desde 2004) ³
Calorías en la dieta americana provenientes de bebidas endulzadas con azúcar	Abajo 39%	(desde 2000) ⁴

¹Fuente: Beverage Digest

²Fuente: Beverage Marketing Corporation

³Fuente: Robert F. Wescod, Brendan M. Fitzpatrick, Elizabeth Phillips. Autorregulación de la industria para mejorar la salud de los estudiantes: Quantifying Changes in Beverage Shipments to Schools. *American Journal of Public Health*: Octubre 2012, Vol. 102, No. 10, pp. 1928-1935

⁴Fuente: Welsh JA, Sharma AJ, Grellinger L, Vos MB. (2011). Consumo de azúcares

agregados está disminuyendo en los Estados Unidos. *American Journal of Clinical Nutrition*. doi: 10.3945/ajcn.111.018366

⁵Fuente: Centers for Disease Control and Prevention; vínculo: <http://www.cdc.gov/obesity/childhood/data.html>

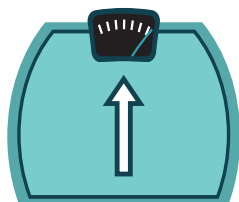
THE FACTS ABOUT SUGAR-SWEETENED BEVERAGES AND OBESITY

When data from the federal government and independent third parties is looked at more closely, it shows that calories from sugar-sweetened beverages are declining by multiple measurements. And it shows that sugar-sweetened beverages are already a small part of the American diet. The data puts beverages and obesity into clearer context.



Calories from soda and other sugar-sweetened beverages are declining

Full-calorie soda sales	Down 12.5%	(1999-2010) ¹
Average calories per serving from beverages	Down 23%	(since 1998) ²
Total beverage calories in schools	Down 90%	(since 2004) ³
Calories in American diet from added sugars in soda	Down 39%	(since 2000) ⁴



... While obesity is going up

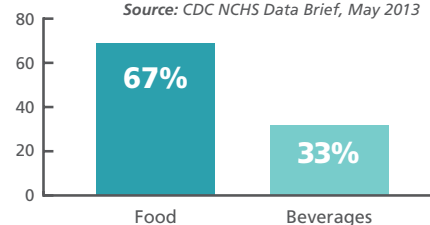
Obesity among children and adolescents aged 2-19	Up 69%	(since 1994) ⁵
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Food is the No. 1 source of added sugars, not sugar-sweetened beverages.

According to data from the CDC, sugar-sweetened beverages **are not** the No. 1 source of added sugars for children and teens, refuting the common assertion by some researchers and activists. The data also shows calories from added sugars from soda are **down 39 percent** since 2000.⁴

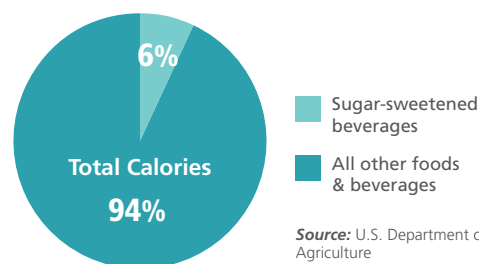
Calories From Added Sugars

Source: CDC NCHS Data Brief, May 2013



Calories from soda and other sugar-sweetened beverages are a small fraction of the American diet.

A U.S. Department of Agriculture analysis of government NHANES data shows that when all sugar-sweetened beverages are combined, they account for only 6% of calories in the average diet.



The Data: Soda and other sugar-sweetened beverages are not driving obesity.

If calories and added sugars consumed from beverages are going down and obesity is going up — how can soda and sugar-sweetened beverages be a unique or significant contributor to obesity? The numbers just don't add up.

¹ Source: Beverage Digest

² Source: Beverage Marketing Corporation

³ Source: Robert F. Wescott, Brendan M. Fitzpatrick, Elizabeth Phillips. Industry Self-Regulation to Improve Student Health: Quantifying Changes in Beverage Shipments to Schools. *American Journal of Public Health*: October 2012, Vol. 102, No. 10, pp. 1928-1935

⁴ Source: Welsh JA, Sharma AJ, Grellinger L, Vos MB. (2011). Consumption of added sugars is decreasing in the United States. *American Journal of Clinical Nutrition*. doi: 10.3945/ajcn.111.018366

⁵ Source: Centers for Disease Control and Prevention; link: <http://www.cdc.gov/obesity/childhood/data.html>

SIGN THE PETITION

TO TAKE A STAND AGAINST CALIFORNIA'S BEVERAGES SAFETY WARNING ACT!

California lawmakers are considering SB 1000, a bill that would require warning labels on sweetened beverages—but it doesn't end there.

All businesses from large chains to small grocery stores and restaurants will be required to keep a two-year record of the purchase and sale of all beverages. It means higher overhead costs passed on to consumers, millions of our tax dollars being spent on a new bureaucracy to enforce the law, and more red tape for California. Enough is enough!

SAY "NO" TO UNNECESSARY WARNING LABELS AND RED TAPE.

Complete the form below to authorize your company/organization to become a member of Californians for Food and Beverage Choice—a coalition of concerned citizens, businesses, and organizations—because you oppose unfair laws and regulations that single out one type of product. By providing your email address, you will receive periodic email updates from the coalition.

Business/Organization

Name and Title

Address

City

Zip

Email

Phone

Signature

By signing this form, you are stating that you are authorized to give permission on behalf of your association, company, or organization to join our coalition and you are granting Californians for Food and Beverage Choice the right to use the name of your association, company, or organization as a coalition member on public materials such as collateral, websites (including Facebook and Twitter), letterheads, press releases, advertisements, direct mail, and fact sheets.

Visit www.CAFoodandBevChoice.com to learn more and to view our privacy policy.

www.CAFoodAndBevChoice.com

Paid for by the American Beverage Association, member of Californians for Food and Beverage Choice.

Don't Believe the Opposition

Autism Insurance Reform

HMSA's Projected Costs Are Not Accurate

Autism insurance reform in Hawaii will cost less than opponents claim.



HMSA relies on flawed numbers from the 2009 Hawaii State Auditor's Report, which estimated costs at **\$100 million a year.**



According to an **independent actuarial analysis** of SB 2054, the **ACTUAL** cost of implementing this bill would be **\$3.9 million a year.**

SB 2054 will not cost insurers \$100 million, let alone \$1 billion

The Auditor's Report **FAILED** to account for:



The differing needs of children on the autism spectrum depending on severity.



Declining need for services as treated children improve.



Which insurance markets would be impacted by the bill.

FALSE

"The Auditor estimated the cost to cover services for autism spectrum disorders, including applied behavior analysis, to be \$1 billion."

*-Testimony of HMSA before the House
Committee on Finance
April 1, 2014*

Don't Believe False Numbers.
Vote **YES** on the Floor for **SB 2054!**

Daily Business Outreach Report: [DATE]

BUSINESS OUTREACH RESULTS

Total Attempted	Contact Rate	Total Contacted	Joined Coalition	Will serve as Spokesperson	Wants to Distribute Collateral	Will appear in campaign photos or videos	Will author op-ed

BUSINESSES HIT

Business Name	Contact	Ethnicity (if known)	Spokesperson		Collateral		Photos/Videos		Op-Ed	
			Y	N	Y	N	Y	N	Y	N

NOTES

▪

Senator DeLeon,

The Diner on Main has been open ~~in~~ in Alhambra for 11 years on today's date (5/5/14). We have seen a lot of businesses open and close during that time. I am very concerned that SB 1000 would add us to the long list of businesses that have had to close over the years. We cannot afford to overhaul our efficient system just to track all of our beverage sales. Warning labels are also a bad idea. They will not make anyone healthier and insult us. All of the nutritional info is already on the container. Please stop this silly abuse of my time and taxpayer dollars. Vote against SB 1000. It is common sense!

Very Best,



The Diner on Main
201 W. Main St.
Alhambra, CA 91801